DELICIOUS AND BEAUTIFUL
JELL-O DESSERTS
JELL-O
THE DAINTY DESSERT

Is put up in seven popular flavors and can be prepared for the table in a hundred different ways, each so distinct from any other that it is always a delightful new dessert and never palls on the appetite.

That is enough to establish its popularity, but that is not all there is to be said in its favor. It costs only 10 cents. It can be prepared in a minute by simply adding a pint of boiling water. Nothing else is required.

JELL-O saves time, saves tired women's strength, saves expense, and is relished by every member of the family. That is why it is "America's most famous dessert."

These are the Flavors—Strawberry, Raspberry, Lemon, Orange, Chocolate, Peach and Cherry.

Ten Cents a package at all grocers.

THE GENESSEE PURE FOOD CO., LE ROY, N. Y.
SOME IMPORTANT RULES.

JELL-O becomes hard in the package within a few weeks after manufacture, but this condition does not in the least affect its excellence. It will dissolve immediately when put into boiling water.

Never **cook** JELL-O. Simply add boiling water, as directed in the recipes.

Never use more than one pint of boiling water for each package of JELL-O. If any other liquid is to be added the quantity of boiling water must be cut down to the same extent; otherwise JELL-O will not harden or become firm.

Always dip dish or mould in cold water before pouring JELL-O into it.

Before turning out of the mould, set the mould in and out of very hot water with a motion quick enough to prevent the slightest melting.

When only part of JELL-O is poured at first the remainder must be kept just soft enough to pour at the proper time.

When you add whipped cream or white of egg do it just as JELL-O begins to "set."

Do not put JELL-O into your ice box to harden till it begins to cool.
In making up Chocolate JELL-O pour a small quantity of boiling water over the powder and stir until it makes a thick paste. Add more water and stir again. Continue until you have a thin, even paste, then add balance of pint of water and stir thoroughly. Let stand in shallow dish or mould until firm.

THE MOST POPULAR RECIPE.
This is the famous dessert that can be made in a minute:

Dissolve one package of JELL-O, any flavor, in a pint of boiling water. When cold and firm it will be ready to eat.

It can be served with whipped cream if desired, or any good pudding sauce, and the number of simple forms of preparation multiplies in this way almost indefinitely—but it is delicious with nothing added.

Many cooks and housewives delight in making up occasional desserts of more or less elaborate character, and for their information the following recipes are given. Every woman will understand that the claim that a JELL-O dessert can be made in a minute does not include these fancy dishes. They are, however, very simple, and their preparation requires no greater skill than any housewife or cook possesses.
FRUIT SALAD  
(Illustrated on front cover.)
Dissolve one package Strawberry or Raspberry JELL-O in one pint boiling water. Slice two oranges or two bananas, or any fruit desired, and when the JELL-O is half set, stir fruit into same and set away to harden.

TOMATO SALAD  
(Illustrated on last cover.)
Dissolve two packages Lemon JELL-O in one quart boiling water. Pour part into dish or mould, and when partly congealed add five or six tomatoes sliced. Then add balance of JELL-O and when hardened turn out, garnish with lettuce and serve with Mayonnaise dressing,

NEAPOLITAN OR LAYER JELL-O  
Dissolve the contents of one package Lemon JELL-O in one pint boiling water. Pour a little more than half of it into a square quart dish or mould and set away to harden. Let the other half stand in a cool place till it just begins to set, then beat it until it is light and pour it into the mould when the JELL-O already in it is cold and firm. Next take a package of Strawberry JELL-O and prepare and divide in exactly the same way. When either half is too cool to melt JELL-O already in the mould pour it in, beating the rest same as Lemon and adding it when JELL-O in mould is firm.
PRUNE SOUFFLE

Make one pint stewed prune pulp. Dissolve one package Chocolate JELL-O in one pint boiling water (see note page 3 regarding Chocolate JELL-O); when it begins to thicken add the prune pulp and one teaspoonful cinnamon, and beat into it one cup whipped cream. Pile into custard cups and serve with whipped cream.

ALMOND CHERRY

Dissolve one package of Cherry JELL-O in one pint boiling water. Pour half into mould or bowl. Just as it begins to harden, drop in a row of blanched almonds or walnut meats. When hard enough pour in rest of JELL-O, add another row of almonds, and set away to harden.

NUT FRAPPE

Dissolve one package JELL-O, any flavor, in one pint boiling water. Set aside to harden. Stir one-half cup granulated sugar and the white of one egg into one pint of whipped cream. When JELL-O is just on point of setting, mix JELL-O and whipped cream by beating with a fork, and add one cup chopped nuts. Serve in sherbet glasses with fresh or preserved fruit.

Try Lemon JELL-O instead of ordinary Jellies with fowl or other meat. It is delicious.
AMBROSIA JELL-O

Dissolve one package of Chocolate JELL-O in one pint of boiling water (see note regarding Chocolate JELL-O, page 3). While still warm pour into custard cups, filling each cup one-half full, and set in a cool place. When ready to serve empty each cup into a dessert dish, being careful not to break the form. Pour over and around the JELL-O a few tablespoonsful of sweetened cream or rich milk and over all sprinkle grated cocoanaut. Serve with cake.

APPLE SNOW JELL-O

Dissolve one package of Strawberry JELL-O in one pint of boiling water. When partly cold pour in tall, slender glasses, filling three-quarters full. When firm pile apple snow on top.

APPLE Snow.—White of one egg, one grated apple and one-half cup sugar. Beat till light and feathery.

BERRY FRAPPE

Dissolve one package of Raspberry or Strawberry JELL-O in one pint of boiling water. Just as it begins to set add one pint of whipped cream, beating all together until thick. Serve in frappe glasses, partly filled with crushed fresh raspberries or strawberries. Canned berries are good when fresh are out of season.
PEACH JELL-O

Dissolve one package Peach JELL-O in one pint boiling water. Lay canned or fresh peaches in the bottom of a mould, pour in one-quarter of the JELL-O and set away to harden. When it is firm, pour in more JELL-O and place another layer of peaches; then rest of the JELL-O. When firm, turn out and serve with sweetened whipped cream.

ORANGE FRUIT SALAD

Dissolve two packages of Orange JELL-O in one quart boiling water. Lay peaches, bananas and seeded grapes in bottom of mould. Pour a portion of the JELL-O over fruit. When set, add rest of the JELL-O and put away until firm. Marshmallows instead of fruit may be used.

TRANSPARENT FRUIT JELL-O

Two large oranges shredded, two bananas sliced, one cup of seeded white grapes, one cup English walnuts. Dissolve one package of Lemon JELL-O in one pint of boiling water. As it begins to thicken, add the fruits and nuts. Put in mould and when firm cut in squares. The grapes may be omitted if necessary. Serve with whipped cream or the following sauce:

CREAM SAUCE.—One egg, one-half cup sugar, one tablespoonful cornstarch, whipped to a foam. Add one pint boiling milk, let thicken and add one teaspoonful vanilla.
JELL-O Ice Cream Powder

FOR MAKING ICE CREAM

To meet the universal demand for an improved method of making ice cream we have produced JELL-O Ice Cream Powder. Now make ice cream this way:

Stir the contents of a package of JELL-O Ice Cream Powder into a quart of milk, or milk and cream mixed, and freeze it—making about two quarts of ice cream.

That is the whole process—there is nothing to be added—no sugar, flavor, or anything else (they are all in the powder) and no heating or cooking to be done.

There is no work about it except the usual freezing, and the whole process, including the freezing, can be completed in from ten to fifteen minutes.

There is no chance that the ice cream may be poor. It will always be as good as the best you ever bought.

Five kinds—Strawberry, Vanilla, Chocolate, Lemon, and unflavored.

Jell-O ICE CREAM POWDER is not Jell-O.

THE GENESEE PURE FOOD CO., LE ROY, N.Y.
GOLD MEDALS FOR JELL-O.

JELL-O conforms in every respect to the requirements of all National and State Pure Food Laws, but does not stop there. It is brought to the point of absolute perfection by the most extreme care in the selection of every ingredient, regardless of cost, and scrupulous neatness and nicety in the process of preparation.

Its excellence is attested not only by the approval of the people generally, but by that of pure food commissioners and other professional experts.

At the St. Louis Exposition in 1904 JELL-O received the highest award Gold Medal.

In 1905 it was awarded the grand premium Gold Medal at the Portland Exposition.

It received the grand prize Gold Medal at the Jamestown Exposition in 1907.

In addition to these three great awards, all received at World’s fairs within four years, there have been nearly two score first premiums for JELL-O at State fairs, and almost innumerable first premiums at County fairs.
JELL-O MEDALS

1905

GOLD MEDAL PORTLAND EXPOSITION

1904

GOLD MEDAL

ST. LOUIS EXPOSITION

1907

GOLD MEDAL

JAMESTOWN EXPOSITION
DAINTY AND DELIGHTFUL

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